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ABSTRACT

This study used an American Council on Education model to determine the economic impact of Mississippi Valley State University (MVSU) on the local economy. Data were gathered from university fiscal records and questionnaires disseminated among three university constituent groups: faculty and staff, students, and alumni. Each group was asked to report their monthly expenditures in specific categories, to report their business or personal visitors at the university, and to estimate and report the expenditures of these visitors. Of the 430 university employees surveyed, 187 responded; 7 percent of the student population (total 2,092) responded, and 85 alumni responded. Results showed that faculty and staff spend an average of $899 each month for six categories of expenses: household utilities, automobile maintenance, recreation, medial, food and beverages, and personal supplies. Students spend an average of $258 per month for car care, recreation, medical, food and drink, and personal supplies. Alumni reported a non-business expenditure of $262 when visiting for an average of 2 days. With this data the study estimated the average annual expenditure for each local constituent. Findings indicated that MVSU contributed $35 million to the local economy through direct and indirect expenditures during 1992-93: that university expenditures were $24 million, faculty and staff $5 million, students $5 million, and visitors $1 million. An appendix contains copies of study questionnaires. (JB)

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Buchanan, Debra, et al. "The Economic Impact of Mississippi Valley State University on the Local Economy, 1992-93." Mississippi Valley State University, Itta Bena, MS, 1994.

During the Spring of 1993, a research team comprised of faculty, staff, and administrators undertook a research project to determine the economic impact of Mississippi Valley State University on the local economy. Their study was based on the model developed by John Caffrey and Herbert H. Issacs for the American Council on Education. It is widely accepted as the standard approach for measuring the economic impact of colleges and universities.

To collect data for this research, university fiscal records were consulted and questionnaires were developed and disseminated among three university constituent groups: faculty and staff, students, and alumni. Each group was asked to report their monthly expenditures in specific categories, to report the number of business or personal visitors that they hosted at the university, and to estimate and report the expenditures of their visitors. Of the 430 university employees during Spring 1993, 187 (43%) completed and returned the questionnaire. Students responded at a rate of seven percent of their 2,092 population. Eighty-five alumni completed and returned the instrument.

Results showed that faculty and staff members spend an average of $889 each month for six categories of expenses: (1) Household Utilities; (2) Automobile Maintenance; (3) Recreation; (4) Medical; (5) Food and Beverages; and (6) Personal Supplies. Students spend an average of $258 monthly for automobile maintenance, recreation, medical, food and beverages, and personal supplies. Alumni reported a non-business expenditure of $262 when visiting for an average of two days. Each constituent group also estimated expenditures for their visitors.

Using the average expenditures reported by persons participating in the study, the average annual expenditure was estimated for each constituent population. Based on the findings of this research, Mississippi Valley State University contributed $35 million to the local economy through direct and indirect (via constituent groups) expenditures during 1992-93. University expenditures were $24 million; Faculty and Staff contributed $5 million; Students contributed $5 million; and Visitors contributed $1 million.

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Staff Council

FOREWORD

Mississippi Valley State University was formally opened in 1950 as Mississippi Vocational College. Throughout its history, the University has played a significant role in educating the people of the Delta and adding significantly to the economic base of several local communities. MVSU is one of the largest employers in the Delta.

In the Spring of 1993, a research team comprised of faculty, staff, and administrators undertook a research project to determine the economic impact of Mississippi Valley State University. Basic information, such as an institution's budget, is readily available and often used to report its economic impact. However, the successive rounds of additional spending that are generated by a university and its constituents must be measured to determine its true impact. An economic model quantifies this multi-faceted impact. This study is based on the model developed by John Caffrey and Herbert H. Issacs for the American Council on Education. It is widely accepted as the standard approach for measuring the economic impact of colleges and universities. The basic model has been modified to capture more accurately the unique aspects of Mississippi Valley State University, an academic institution, as an economic unit.

INTRODUCTION

During the fiscal year ending June 30, 1993, hereafter referred to as 1992-93 or FY93, Mississippi Valley State University was responsible for $35 million of direct expenditures within the region. There were four sources of these expenditures: (1) The University, (2) Faculty and staff, (3) Students, and (4) Visitors of the University. The data presented were computed using variations of the models developed by the American Council on Education, with supplemental models and methods of calculation.

The Equation

The equation used to calculate total university expenditures (both direct and indirect) follows:

$$UR = U + F + S + V$$

whereas,

UR = MVSU-Related Local Expenditures

U = Local Expenditures by MVSU

F = Local Expenditures by Faculty/Staff

S = Local Expenditures by Students

V = Local Expenditures by Visitors to the University

Assumptions

It is important to make clear the underlying assumptions, objectives, and guiding principles of the economic impact study. They follow:

1. The study does not identify or assess the non-economic impacts of Mississippi Valley State University.
2. The study does not claim to address the economic impact of a specific city, as only one basic industry, Mississippi Valley State University, is considered.
3. It should be remembered that the results are estimates, and that the order of magnitude of various impacts may be more useful than precise values.
4. In many cases a range of data were available, rather than a single point estimate. Numerous "judgment calls" had to be made. The guiding principle for these cases is conservatism.
5. No evaluation is made of the long-range effects on the non-local economy or on the lifetime income and productivity of MVSU graduates.
6. The model is a simple, linear, cash flow model. Its value lies in estimation of short-term economic impacts.

Direct expenditures of the University, without using any multiplier effects to estimate additional indirect expenditures, are presented in Part I. The multiplier effect will be used to estimate additional indirect expenditures of university constituents (i.e., faculty and staff, students, and university visitors) in Part II.

PART I

University Expenditures

Mississippi Valley State University expended a total of $23.8 million during the 1992-93 academic year. These expenditures include direct payments to employees, purchases of goods and services in the local community, and contract bids for construction projects for expansion and renovation of the campus. Table 1 lists expenditures of the University by general line item.

Table 1
Direct Expenditures by Category
Mississippi Valley State University
1992-93

Category	Amount
Instruction	$4,985,652
Research	36,434
Public Service	1,785,676
Academic Support	1,083,866
Student Services	1,668,232
Institutional Support	2,710,421
Plant Operation	1,913,589
Student Aid	6,319,980
Auxiliary Enterprises	2,692,024
Indirect Costs Recovered	183,524
Administrative Expenses	91,392
Loan Cancellation & Write-offs	12,389
Collection Costs	31,631
Retirement of Indebtedness	124,000
Interest on Indebtedness	33,284
Trustee Fees	1,743
Prior Period Adjustments	130,444
TOTAL	$23,804,281

PART II

Expenditures of University Constituents

The Constituents

During the spring semester of 1992, MVSU had a student enrollment of 2,092. Of this total, 1,802 (86%) were residents of Mississippi from the key counties of Leflore, Washington, Bolivar, Sunflower, Holmes, and Humphreys. The remaining students were residents of other states including Illinois, Tennessee, Alabama, and Missouri. Student enrollment during the Summer of 1993 was 692.

The total number of persons employed at MVSU during this time period was 509. Of that number, 79 were students and 430 were non-students or faculty and staff.

At the time of this writing, alumni of MVSU total approximately 11,000. During the 1992-93 academic year, the Office of Alumni Relations reported that alumni attendance at all university functions was 9,700.

Method

Various survey instruments that have been used by other colleges and universities to conduct economic impact studies were reviewed by members of the research team. Sections were extracted from those instruments to construct the questionnaire used in this study. In most instances, this entailed modifying questions to make them relevant to this geographic region.

During the spring semester of 1993, questionnaires were distributed to the three primary target groups: faculty and staff, students, and alumni. Faculty surveys

were distributed and collected by their respective department heads. The chairperson of the staff council distributed questionnaires to the various administrative offices and collected them as required. Faculty and staff members had the option of returning the completed questionnaire to their department head or forwarding them directly to the Office of Institutional Research or to the research team leader.

Residential students received their questionnaires from the residence hall director. Non-residential students received their instruments through the Mass Transit office or from a central location in the Student Union.

Questionnaires were mailed to MVSU alumni in conjunction with a routine mailing from the Office of the Alumni Relations.

Results

For the purpose of this study, direct expenditures will be presented and discussed for three constituent groups: (1) Faculty and staff; (2) Students; and (3) Visitors of the University. The information presented will represent monthly average expenditures for members of each group based on the spending behaviors of the survey participants and their visitors. Monthly average expenditures, in turn, will be used to calculate estimated average yearly expenditures for the various constituent populations.

The equation used to estimate annual expenditures follows:

$$E_{AYE} = M_{AES} \times P$$

E_{AYE} = Estimated average yearly expenditures

M_{AES} = Monthly average expenditures for sample

P = Population of each category

The Respondents

Expenditure estimates for faculty and staff are based on 187 questionnaires received during Spring 1993. The number of faculty and staff who participated in this study represented 43% of their campus population, 430.

Of the respondents, 16 (9%) were administrators, 38 (20%) were faculty, and 133 (71%) were staff. The majority (35%) were between the ages of 31 and 40, with the second largest group (27%) between the ages of 41 and 50. Most (53%) were male, African American (93%), and married (58%). The majority of respondents, at least 97%, were employed at MVSU full-time.

Financial Characteristics

Salaries of the respondents can be placed into three broad categories: (1) Those earning annual salaries not greater than $25,000 totaled 97 (56%); (2) Those earning between $25,000 and $50,000 totaled 60 (34%); and (3) Those earning $50,000 or more were 17 (10%). The percentage of respondents who owned their home versus those who were renting was evenly split. Most homes (61%) had a purchase price between $20,000 and $60,000. Most (56%) of the respondents owned vehicles that were purchased for $8,000 or less.

Expenditures

Total expenditures by faculty and staff of MVSU during FY93 is presented in six categories: (1) Household Utilities such as telephone, gasoline, electrical, water, sanitation; (2) Automobile Maintenance; (3) Recreation; (4) Medical; (5) Food and Beverages; and (6) Personal Supplies. The faculty and staff's average monthly expenditures for each expense is presented in Table 2. Each average is then used to estimate the average annual expenditure for the population of faculty and staff.

Table 2
Faculty and Staff Expenditures
Mississippi Valley State University
1992-93

N = 430

Expense	Average Monthly Expenditure	Estd. Annual Expenditure
Household Utilities	$215 (24%)	$1,109,400
Automobile Maintenance	140 (16%)	722,400
Recreation	67 (8%)	345,720
Medical	109 (12%)	562,440
Food/Beverages	209 (24%)	1,078,440
Personal Supplies	149 (17%)	768,840
TOTAL	$889	$4,587,240

Results showed that the average faculty and staff member spends $889 each month in the categories specified. The largest expenditures were for household utilities, food and beverages, and personal supplies. The annual estimated average expenditures for the faculty and staff population during FY93 was $4,587,240.

Visitors of Faculty and Staff

Faculty and staff reported an average of six personal visitors during FY93. They estimated the expenditures of each visitor at $20 or $120 for their total number of visitors. The estimated average expenditure for the personal visitors of the population of MVSU faculty and staff during FY93 was $51,600.

An estimate of three business visitors per year was reported by survey respondents. They estimated expenditures per person at $13 or a total of $39 for all visitors. The estimated average expenditure for the population was $16,770.

Based on these estimates, the visitors of MVSU faculty and staff contributed a total of $68,370 to local economies during FY93.

Students' Expenditures

The Respondents

Student expenditures were estimated from 151 questionnaires returned during the Spring 1993 semester. The number of respondents represented seven percent (7%) of the 2092 student population. Of the respondents, 138 (91%) were full-time and 13 (9%) were part-time students.

With reference to class standing, respondents were basically evenly distributed among the four academic classes: freshman (26%), sophomore (25%), junior (22%), and senior (19%). Most respondents were female (48%), single (89%), under the age of 20 (97%), and residents of the State of Mississippi (83%).

Financial Characteristics

The majority (88%) of the respondents reported that they live in university residence halls. Several (16%) indicated that they are employed part time, while a few (3%) have full-time employment. Half of the students who reported their annual net income, indicated an amount less than $3,000; the other half had net income between $3,000 and $10,000. Nine percent of the students stated that they own a vehicle which had a purchase price not greater than $5,000.

Expenditures

The total amount of expenditures by students during FY93 is combined for the fall and spring semesters while expenditures for summer are presented separately. This is done to account for the significant difference in student enrollment during the regular and summer term. Expenditures are presented in five categories: (1) Automobile Maintenance; (2) Recreation; (3) Medical; (4) Food and Beverages; and (5) Personal Supplies. The average monthly expenditure per category for each person is presented in Table 3. This average is then used to estimate the average annual expenditure for the student population during the disparate academic terms.

Table 3
Students' Expenditures
Mississippi Valley State University
1992-93

Expense	Average Mthly. Expenditures		Estd. Fa/Spr Expenditures (9 mos.) N=2,092	Estd.Summer Expenditures (2 mos.) N=692
Automobile Maintenance	$50	(19%)	$ 941,400	$ 69,200
Recreation	43	(17%)	809,604	59,512
Medical	33	(13%)	621,324	45,672
Food/Beverages	67	(26%)	1,261,476	92,728
Personal Supplies	65	(25%)	1,223,820	89,960
TOTAL	$258		$4,857,624	$357,072

Results showed that students spend an average of $258 each month, with the majority of their funds going toward food and beverages and personal supplies. For the nine-month period of the regular school year (August-May), students' direct expenditures totaled $4,857,624. during the summer school term which averages two months (June-July), their expenditures are estimated at $357,072. Students, therefore, contributed an estimated $5,214,696 to the local economy during FY93.

Visitors of Students

Respondents reported an average of five visitors during the year. They estimated the expenditures of each visitor at $12 or $60 for their total number of visitors. The estimated total expenditures of each personal visitor for the population of MVSU students (2,092) during the fall and spring semesters is $125,520. The estimated number of visitors for each student during the Summer 1993 term is one with an average expenditure of $12. The total expenditure for visitors of all students during Summer 1993 is $8,304. Total expenditure for visitors of students during FY93 was $133,824.

Visitors' Expenditures

Alumni

Eighty-five alumni reported at least four visits to the MVSU campus during 1992-93 for an average of two days each visit. Each alumnus reported being accompanied by two other people.

When asked the amount of their expenditures when visiting for non-business reasons, alumni reported an average expenditure of $262. The estimated amount spent during visits for business reasons was $89. The average business visit occurred once each year and lasted about 8 hours or one full work day.

Based on the records of the MVSU Office of Alumni Relations, alumni make regular visits to the campus primarily for athletic events, university observances, ceremonies, and alumni meetings. The total number of alumni visiting the MVSU campus for these types of events during FY93 was 9,750. Based on their attendance, alumni who visited the campus at least once for non-business reasons for an average of one day, spending an average of $131 during the visit, contributed a total of $1,277,250 to the local economy in FY93.

Based on this research, visitors of the university contributed a total of $1,353,924 to the local communities during FY93, as presented Table 4. Of this amount, alumni made the largest contribution, $1,277,250; visitors of students contributed the second largest amount, $133,824; and visitors of faculty and staff contributed $68,370.

Table 4
Visitors' Expenditures
Mississippi Valley State University
1992-93

Visitor	Estimated Expenditure
Alumni	$1,277,250
Visitors of Faculty & Staff	68,370
Visitors of Students	133,824
TOTAL	$1,479,444

SUMMARY

As presented in Table 5, Mississippi Valley State University contributed an estimated $35 million to the local economy through direct and indirect expenditures during FY93.

Table 5
Mississippi Valley State University
Total Direct and Indirect Expenditures
1992-93

University Expenditures	$23,804,281
Faculty and Staff	4,587,240
Students	5,214,696
Visitors	1,479,444
TOTAL	$35,085,661

Appendix

Economic Impact Study
Mississippi Valley State University
(Student)

1. Your present enrollment status at Mississippi Valley State University?

   a. ____ Full-time b. ____ Part-time

2. Your classification?

   a. ____ Freshman b. ____ Sophomore c. ____ Junior

   d. ____ Senior e. ____ Graduate f. ____ Other (specify)

   _____

3. Your age group?

   a. ____ under 20 b. ____ 20-25 c. ____ 26-30

   d. ____ 31-35 e. ____ 36 and older

4. Your gender?

   a. ____ Male b. ____ Female

5. Your residential status?

   a. ____ In-state student (please specify the city and county) _____

   b. ____ Out-of-state student (please specify the state) _____

   c. ____ International student (please specify the country) _____

6. How do you describe yourself?

   a. ____ American Indian or Alaskan Native

   b. ____ Asian, Pacific Islander, or Filipino

   c. ____ Black or African American

   d. ____ Hispanic, Chicano, or Spanish-speaking American

   e. ____ White or Caucasian

   f. ____ Other (specify) _____

7. Your marital status?

a. ____ Single b. ____ Married

8. Number of persons in your household?

a. 18 yrs. old and over_____ b. Under 18 yrs. old _____

9. Number of children attending school?

a. Public school _____ b. Private school _____

10. Number of children attending school in Mississippi school districts? _____

[Specify district(s) and location] _____

11. Number of children attending college? _____

[Specify college(s) and its location] _____

12. Type of housing in which you presently reside?

a. ____University residence hall b. ____University apartment

c. ____With parents d. ____Rental house/apartment

e. ____Other (specify) _____

13. If you do not live in a university residence hall, how much do you spend monthly in the following local counties for <u>rent and utilities</u> ?

	<u>Location</u>	<u>Amount</u>
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

14. How much do you spend monthly in the following local counties for auto operation (i.e. gasoline, repairs, etc.)?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

15. How much do you spend monthly in the following local counties for recreation and entertainment (eg., movies, dances, nightclubs, alcoholic beverages, etc.)?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

16. How much do you spend monthly in the following local counties for medical expenses (eg. medical supplies, visits to doctor, etc.) ?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

17. How much do you spend monthly in the following local counties for food and non-alcoholic beverages?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

18. How much do you spend monthly in the following local counties for personal supplies (eg., clothing, toiletries, household maintenance supplies, etc.)?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
iii.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify) _____	$ _____

19. What was your 1992 combined family income after payroll deductions (i.e., take home pay)?

a. ____ under $1000 b. ____ $1000-$3000 c. ____$3000-$5000
d. ____ $5000-$7000 e. ____ $7000-$9000 f. ____ $9000-$10000
g. ____ $10000-$12000 h. ____ over $12000

20. What percentage of your 1992 income came from the following sources?

a.	Savings	_____%
b.	Employment at MVSU	_____%
c.	Employment outside MVSU	_____%
d.	Grant or scholarship	_____%
e.	Parents	_____%
f.	Other (specify) _____	_____%
	Total	100%

21. If employed outside MVSU, what is your job title? _____

22. Where is your employer located? (Specify city and county)_____

23. Your employment status?

a. ____ Full-time b. ____ Part-time

24. What is your average monthly total balance in financial institutions (i.e., banks, savings and loans, credit unions, etc.)?

a. ____ no balance b. ____ under $100 c. ____ $100 - $200
d. ____ $200 - $500 e. ____$500 - $1000 f. ____ $1000- $2000
g. ____ $2000 - $5000 h. ____$5000 or over

25. What is the location of your financial institution(s) (i.e., bank, savings and loan, credit union, etc.)?

_____

26. Did you buy a vehicle in 1992?

a. ____ Yes b. ____ No

If your answer to the #26 is 'yes', please answer questions #27 and #28.

27. Where did you buy the vehicle? (Specify city and state)

_____

28. What was the purchase price of the vehicle?

a. ____ under $1000 b. ____$1000 - $3000

c. ____ $3000 - $5000 d. ____$5000 - $7000

e. ____ $7000 - $9000 f. ____ $9000 - $11,000

g. ____ over $11,000

29. Did you have a personal off-campus visitor(s) during 1992?

a. ____ Yes b. ____ No

If your answer to #29 is 'yes', please answer questions #30 and #31.

30. How many visitors did you have? (If the same person visited more than once, count each visit separately.)

_____

31. Please estimate the total number of dollars each of your guests spent in the following local counties?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

Economic Impact Study
Mississippi Valley State University
(On-campus, Non-student)

DIRECTIONS: **For questions 1-11, please provide the number of persons who fit each category. Check all that apply. MARRIED COUPLES (with both spouses employed at MVSU) ARE ASKED TO COMPLETE ONE QUESTIONNAIRE.**

1. Your present status at Mississippi Valley State University?

   a. ____ Full-time b. ____ Part-time

2. Your job classification?

   a. ____ Administrator, faculty, managerial

   b. ____ Faculty

   c. ____ Staff

   d. ____ Other (specify) _____

3. Your age group?

   a. ____ less than 20 b. ____ 21 - 30 c. ____ 31 - 40
   d. ____ 41 - 50 e. ____ 51 - 60 f. ____ 61 - 70
   g. ____ 71 yrs. and older

4. What is your gender?

   a. ____ Male b. ____ Female

5. What is your current place of residence?

   (Specify city, county, and state) _____

6. How do you describe yourself?

   a. ____ American Indian or Alaskan Native

   b. ____ Asian, Pacific Islander, or Filipino

   c. ____ Black or African American

   d. ____ Hispanic, Chicano, or Spanish-speaking American

   e. ____ White or Caucasian

   f. ____ Other (specify) _____

7. Your marital status?

a. ____ Single b. ____ Married

8. Number of persons in your household?

a. 18 yrs. old and over_____ b. Under 18 yrs. old _____

9. Number of children attending school?

a. Public school _____ b. Private school _____

10. Number of children attending school in Mississippi school districts? _____

[Specify district(s) and location] _____

11. Number of children attending college? _____

[Specify college(s) and location(s)] _____

IF YOU ARE MARRIED AND YOU AND YOUR SPOUSE ARE BOTH EMPLOYED AT MVSU, PLEASE COMBINE YOUR FINANCIAL INFORMATION TO RESPOND TO THE REMAINING QUESTIONS.

12. What is the total annual income of all persons in your household before payroll deduction?

a. ____ under $10,000	b. ____ $10,000 - $14,999	c. ____ $15,000 - $19,999
d. ____ $20,000 - $24,999	e. ____ $25,000 - $29,999	f. ____ $30,000 - $34,999
g. ____ $35,000 - $39,999	h. ____ $40,000 - $44,999	i. ____ $45,000 - $49,999
j. ____ $50,000 - $54,999	k. ____ $55,000 - $59,999	l. ____ $60,000 - $64,999
m. ____ $65,000 -$69,999	n. ____ $70,000 - $74,999	o. ____ $75,000 - $79,999
p. ____ $80,000 -$84,999	q. ____ $85,000 -$89,999	r. ____ $90,000 - $94,999
s. ____ $95,000 - $99,000	t. ____ $100,000 and above	

13. What is your annual earnings at MVSU?

a. ____ under $10,000	b. ____ $10,000 -$14,999	c. ____ $15,000 - $19,999
d. ____ $20,000 - $24,999	e. ____ $25,000 - $29,999	f. ____ $30,000 - $34,999
g. ____ $35,000 -$39,999	h. ____ $40,000 - $44,999	i. ____ $45,000 - $49,999
j. ____ $50,000 - $54,999	k. ____ $55,000 - $59,999	l. ____ $60,000 - $64,999
m. ____ $65,000 - $69,999	n. ____ $70,000 -$74,999	o. ____ $75,000 - $79,999
p. ____ $80,000 -$84,999	q. ____ $85,000 -$89,999	r. ____ $90,000 - $94,999
s. ____ $95,000 - $99,000	t. ____ $100,000 and above	

14. In what type of house do you currently reside?

a. ____ Privately owned b. ____ Rented

If you own a house(s), please answer questions 15-17.

15. When did you purchase (or build) your primary residence?

a. ____ before 1990 b. ____ in 1990 or after

16. Where is your primary residence located? (Specify city, county, and state)

_____

17. What was the range of the purchase price of your primary residence?

a. ____ under $10,000
b. ____ $10,000 - $20,000
c. ____ $20,000 - $30,000
d. ____ $30,000 - $40,000
e. ____ $40,000 - $50,000
f. ____ $50,000 - $60,000
g. ____ $60,000 - $70,000
h. ____ $70,000 - $80,000
i. ____ $80,000 - $90,000
j. ____ $90,000 - $100,000
k. ____ $100,000 and over

18. What is your monthly mortgage payment (or rent)?

a. ____ under $100
b. ____ $100-$149
c. ____ $150-$199
d. ____ $200-$249
e. ____ $250-$299
f. ____ $300-$349
g. ____ $350-$399
h. ____ $400-$449
i. ____ $450-$499
j. ____ $500-$549
k. ____ $550-$599
l. ____ $600-$649
m. ____ $650-$699
n. ____ $700 or above

19. What is your average telephone bill per month?

a. ____ under $20
b. ____ $20-$29
c. ____ $30-$39
d. ____ $40-$49
e. ____ $50-$59
f. ____ $60-$69
g. ____ $70-$79
h. ____ $80-$89
i. ____ $90-$99
j. ____ $100 or above

20. What is your average natural gas bill per month?

a. ____ under $20
b. ____ $20-$29
c. ____ $30-$39
d. ____ $40-$49
e. ____ $50-$59
f. ____ $60-$69
g. ____ $70-$79
h. ____ $80-$89
i. ____ $90-$99
j. ____ $100 or above

21. What is your average electricity bill per month?

a. ____ under $20
b. ____ $20-$29
c. ____ $30-$39
d. ____ $40-$49
e. ____ $50-$59
f. ____ $60-$69
g. ____ $70-$79
h. ____ $80-$89
i. ____ $90-$99
j. ____ $100 or above

22. What is the average payment per month made to the city for general utilities (eg., water bill, garbage, etc.)?

a. ____ under $20 b. ____$20-$29 c. ____$30-$39
d. ____ $40-$49 e. ____$50-$59 f. ____ $60-$69
g. ____ $70-$79 h. ____$80-$89 i. ____ $90-$99
j. ____ $100 or above

23. How much do you spend monthly in the following local counties for <u>auto operation</u> (i.e. gasoline, repairs, etc.)?

Location	Amount
i. Bolivar	$ _____
ii. Holmes	$ _____
III. Leflore	$ _____
iv. Sunflower	$ _____
v. Washington	$ _____
vi. Other (specify)	$ _____

_____

24. How much do you spend monthly in the following local counties for <u>recreation and entertainment</u> (eg., movies, dances, nightclubs, alcoholic beverages, etc.)?

Location	Amount
i. Bolivar	$ _____
ii. Holmes	$ _____
III. Leflore	$ _____
iv. Sunflower	$ _____
v. Washington	$ _____
vi. Other (specify)	$ _____

_____

25. How much do you spend monthly in the following local counties for <u>medical expenses</u> (eg. medical supplies, visits to doctor, etc.) ?

Location	Amount
i. Bolivar	$ _____
ii. Holmes	$ _____
III. Leflore	$ _____
iv. Sunflower	$ _____
v. Washington	$ _____
vi. Other (specify)	$ _____

_____

26. How much do you spend monthly in the following local counties for food and non-alcoholic beverages?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi	Other (specify)	$ _____

_____

27. How much do you spend monthly in the following local counties for personal supplies (eg . clothing, toiletries, household maintenance supplies, etc.)?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi	Other (specify)	$ _____

_____

28. Did you buy a vehicle(s) in 1992?

a. ____ Yes b. ____ No

If your answer to the #28 is 'yes', please answer questions #29 and #30.

29. Where did you buy the vehicle(s)? (Specify city and state)

_____

30. What was the purchase price of the vehicle(s)?

a. ____ under $5000 b. ____ $5000 - $8000

c. ____ $8000 - $11,000 d. ____ $11,000- $14,000

e. ____ $14,000 - $17,000 f. ____ $17,000 - $20,000

g. ____ $20,000 or over

31. What is your average monthly total balance in financial institutions (i.e., banks, savings and loans, credit unions, etc.)?

a. ____ no balance b. ____ under $100 c. ____ $100 - $200
d. ____ $200 - $500 e. ____ $500 - $1000 f. ____ $1000- $2000
g. ____ $2000 - $5000 h. ____ $5000 or over

32. What is the location of your financial institution(s) (i.e., bank, savings and loan, credit union, etc.)?

_____

33. Did you have a personal off-campus visitor(s) during 1992?

a. ____ Yes b. ____ No

If your answer to #33 is 'yes', please answer questions #34 and #35.

34. How many personal visitors did you have? (If the same person visited more than once, count each visit separately.)

_____

35. Please estimate the total number of dollars each of your guests spent in the following local counties?

	Location	Amount
i.	Bolivar	$
ii.	Holmes	$
iii.	Leflore	$
iv.	Sunflower	$
v.	Washington	$
vi.	Other (specify)	$

_____

36. Did anyone from off-campus visit you for business-related purposes (other than personal guests and students) during 1992?

a. ____ Yes b. ____ No

If your answer to #36 is 'yes', please answer questions #37 and #38.

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37. How many personal visitors did you have? (If the same person visited more than once, count each visit separately.)

_____

38. Please estimate the total number of dollars each of your guests spent in the following local counties?

	Location	Amount
i.	Bolivar	$ _____
ii.	Holmes	$ _____
III.	Leflore	$ _____
iv.	Sunflower	$ _____
v.	Washington	$ _____
vi.	Other (specify)	$ _____

_____

Economic Impact Study
Mississippi Valley State University
(Off-campus Alumni)

1. Did you visit the Mississippi Valley State University campus during 1992?

   a. ____ Yes b. ____ No

2. How many times did you visit the campus for non-business reasons (i.e., alumni meeting, founders day, homecoming, etc.)? _____

   How long was your stay ? _____day(s)

3. How many other persons accompanied you to the campus during your visit for non-business reasons?
   _____

4. How many times did you visit the campus for business reasons (i.e, to negotiate a contract, make a presentation, sell goods, etc.)? _____

   How long was your stay? _____day(s)

5. How many other persons accompanied you to the campus during your visit for business reasons?
   _____

6. Please estimate the total number of dollars that you and your guest(s) spent in the following Mississippi counties during your visit to MVSU for non-business reasons?

Location (sample city)	Meals	Lodging	Auto	Entertainment	Other
i. Bolivar (Cleveland)	$_____	$_____	$_____	$_____	$_____
ii. Holmes (Lexington, Tchula, Durant)	$_____	$_____	$_____	$_____	$_____
III. Leflore (Greenwood, Itta Bena)	$_____	$_____	$_____	$_____	$_____
iv. Sunflower (Indianola)	$_____	$_____	$_____	$_____	$_____
v. Washington (Greenville)	$_____	$_____	$_____	$_____	$_____
vi. Other (specify)	$_____	$_____	$_____	$_____	$_____

   _____

7. Please estimate the total number of dollars each of your guests spent in the following Mississippi counties during your visit to MVSU for business reasons?

Location (sample city)	Amount
i. Bolivar (Cleveland)	$_____
ii. Holmes (Lexington, Tchula, Durant)	$_____
III. Leflore (Greenwood, Itta Bena)	$_____
iv. Sunflower (Indianola)	$_____
v. Washington (Greenville)	$_____
vi. Other (specify)	$_____

   _____